



August 2010

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Business Spotlight: Online Architecture

Valerie Baten is the owner of Online Architecture which was formed in 1996. Today the company has a nationally-based clientele ranging from small businesses to global organizations. Online Architecture has been certified as a WBE with the Indiana Department of Administration Minority & Women's Business Enterprises Division since June 2007.

Online Architecture is a full-service firm equipped to provide all aspects of web development. Other services provided include design, e-commerce, e-marketing, editorial, social media, search engine optimization and custom programming.

Baten states, "Being an MWBE has opened doors that I would not have known existed otherwise. The contracting events are superb and not only have I made many contacts with local business and organizations, but I've also networked with many other MWBE business owners. Also, the MWBE website is well organized and full of resources and informa-

tion, and the staff is always incredibly helpful."

"One challenge I have faced as a business owner is managing the flow of business. Some years have provided overwhelming business, other times I would check the phone to make sure it was still working. Obviously that affects cash flow and like so many other businesses, when our clients lose funding and cut internet marketing dollars, we've had to step up our game in looking for new clients", says Baten.

Advice I would like to offer other MWBE companies, is use the resources the MWBE offices provide, nothing is more important than how you treat your customers, do your job so well that your customers couldn't imagine working with anyone else (large or small) and lastly, you can't buy the kind of marketing word of mouth brings. How you take care of your clients in times of crisis (and crises will happen) says more about you than when things are



Valerie Baten, Owner
Online Architecture

going well.

If you are interested in more information regarding Online Architecture, contact them at:

Online Architecture
6344 Cornell Avenue
Indianapolis, IN 46220
Phone: 317-253-2900 x110
Fax: 317-253-2927
Website: www.onlinearc.com

Quote of the Month

"We are what we repeatedly do. Excellence, therefore, is not an act but a habit."

-Aristotle

Online Supplier Database Easier to Find at IndianaSupplierINsight.com

It is now easier for Hoosier companies searching for in-state suppliers and procurement opportunities to register online for its Indiana Supplier INsight database, by simplifying its web address to www.IndianaSupplierINsight.com.

Indiana Supplier INsight is a FREE procurement portal for Indiana suppliers. Businesses register their company profile on the website and participate as a supplier and/or buyer in procurement matchmaking. Sign up today and find Hoosier suppliers and opportunities for your business!

More than 5,300 companies have already registered for the database. This number includes 1,500 diversity business registrations, for companies seeking to meet certain supplier benchmarks in those areas. Indiana Supplier INsight is sponsored by Conexus Indiana, Indiana Economic Development Corporation, Indiana Secretary of State, Indiana Department of Administration and the Indiana Chamber of Commerce. Sign up today at www.IndianaSupplierINsight.com. For additional information or to sign up for a free training webinar, contact Lisa Laughner at lilaughner@conexusindiana.com or 317.532.4777.

Minority & Women's Business Enterprises Division Calendar of Events

August 2010

- 4 MWBE Certification Workshop
Where: La Casa de Amistad
746 S. Meade Street
South Bend, IN
Time: 2:00 p.m. – 4:00 p.m.
Fee: Free
Presented by: Indiana Department of Administration and the
State of Indiana Commission on Hispanic/Latino Affairs
For more information or to register, please contact:
Danny Lopez, Director of ICHLA at 317.233.5048
- 5 MWBE Certification Workshop
Where: SPES Unica Hall, Room 145
St. Mary's College, Notre Dame, Indiana
Time: 9:00 a.m. - 11:00 a.m.
Registration: Register by July 27th at:
www.saintmarys.edu/cwil-wei
or call 574.284.5262.
- 18 Certification Workshop
Where: Indiana Government Center South,
402 W. Washington Street, Conference Room 19
Indianapolis, IN 46204
Time: 1 p.m. - 3 p.m. (Local time)
Fee: Free, Registration: None required

Community Calendar

August 2010

No Events Currently Scheduled

September 2010

- 1 Certification Workshop
Where: Public Safety Academy of Northeast Indiana
7602 Patriot Crossing
Fort Wayne, IN 46816-2520
Time: 1 p.m. - 3 p.m. (Local time)
Fee: Free, Registration: None required
- 21 - 22 2010 Southern District Business Opportunity Fair
Hosted by: IMSDC
The Centre, Evansville, IN
For additional information on sponsorship opportunities
contact 812.401.9525 or email slittle@imsdc.org.

September 2010

- 13 Governor's Commission on Minority Affairs
Indiana Government Center South
402 W. Washington Street, Conference Room A
Indianapolis, IN 46204
Time: 1 p.m. - 3 p.m.
Fee: Free, Registration: None required
- 15 Certification Workshop
Where: Indiana Government Center South
402 W. Washington Street, Conference Room 19
Indianapolis, IN 46204
Time: 1 p.m. - 3 p.m. (Local time)
Fee: Free, Registration: None required

October 2010

- 20 Certification Workshop
Where: Indiana Government Center South,
402 W. Washington Street, Conference Room 19
Indianapolis, IN 46204
Time: 1 p.m. - 3 p.m. (Local time)
Fee: Free, Registration: None required

October 2010

- 18 MWBE Contracting Opportunity Event
Hosted by: The City of Indianapolis
Where: The Children's Museum
3000 N. Meridian St.
Indianapolis, IN 46208
Time: 1:30 p.m. - 4:30 p.m. (Local time)
Fee: Free, Registration: Call: 317.327.5262

Word Find Secret Phrase

Customer loyalty is key to your
business success!

State of Indiana Opportunities

For specific project details, or to view additional State of Indiana opportunities, visit the links provided below.

Indiana Department of Administration Procurement

(<http://www.in.gov/cgi-bin/idoa/cgi-bin/bidad.pl>)

Procurement Method	Commodity/Service Description	Addendum	Date Entered	Open Date/Time	Buyer Name
RFP	InTERS Software Development, Maintenance, and Support Services RFP-10-97	2	7/9/2010	8/16/2010 3:00:00 PM	James Osborne
BID	Radio-isotopic Identifinders (RIIDs) 385-6125		7/28/2010	8/17/2010 3:00:00 PM	Molly Martin
RFI	Consultation & Analysis of Horse Racing RFI-11-3	1	7/13/2010	8/17/2010 3:00:00 PM	Molly Martin
RFP	Technology-Based Supplemental Instruction for the Title I, Part C Migrant Education Program (MEP) RFP IDOE 2	0	8/5/2010	8/20/2010 3:00:00 PM	Linda Cummins
RFP	Office Equipment RFP-10-77	4	6/18/2010	8/20/2010 3:00:00 PM	Kacia Palmer
NEGOTIATED BID	Ammunition 100-13341		7/30/2010	8/23/2010 3:00:00 PM	Molly Martin
RFI	Eligibility Determination System Planning Services RFI-11-10	1	8/2/2010	8/23/2010 3:00:00 PM	Stephanie Taylor
BID	ASSET LABELS ASA-10-042		8/4/2010	8/25/2010 3:00:00 PM	Kacia Palmer
NEGOTIATED BID	Qpa for Wood Chips for Westville Correctional and Indiana State Prison ASA-11-004		8/4/2010	8/26/2010 3:00:00 PM	Teresa Deaton
RFP	Short Term Offender Program RFP-10-99	5	6/28/2010	8/31/2010 3:00:00 PM	Teresa Deaton
RFP	Long Distance Services RFP-11-6	0	7/27/2010	9/1/2010 3:00:00 PM	James Osborne

State of Indiana Opportunities (cont.)

For specific project details, or to view additional State of Indiana opportunities, visit the links provided below.

RFP	Diagnostic and Evaluation Services RFP-11-8		8/6/2010	9/10/2010 3:00:00 PM	Stephanie Taylor
RFP	Tobacco Program Evaluation Services RFP-11-4		7/19/2010	9/10/2010 3:00:00 PM	Molly Martin
RFS	Fraud and Abuse Detection Services RFS-11-9		8/3/2010	9/13/2010 3:00:00 PM	Stephanie Taylor
RFP	Qualified Energy Savings Projects- Branchville Correctional Facility RFP-11-5		8/2/2010	9/30/2010 3:00:00 PM	Teresa Deaton

Indiana Department of Transportation Lettings

(www.in.gov/dot/div/contracts/letting/index.html)

Letting Date	Contract Number	Type of Work Wanted	Location/Area
8/27/2010	IR-33051-A	Design Build, New Road Construction	Vincennes District-Davies County-On PR 69 from CR 1400M to 0.3 Mile East of US 231

Indiana Department of Public Works

(http://www.in.gov/serv/dapw_bviewer)

PWP#	Project Title	Bid Date (all bid times 1:31PM)	DAPW Project Mgr	Docs Available From	Date Entered / Last Modified
0300-11-0000036401FM	Facilities Management, Maintenance and Repairs at Indiana State Museum/DNR	8/12/2010	NONE	Frank Striby	Public Works Division
		1:31 PM		(317) 232-3010	(317) 232-3010
E020065	Public Access South at Driftwood State Fish & Wildlife Area in Johnson County/DNR	8/12/2010	NONE	Joe Soughers	Department of Natural Resources
		2:31 PM		(317) 232-4156	(317) 232-4150

Congratulations on Your Certification!

Newly certified or re-certified businesses with the State of Indiana Department of Administration Minority and Women's Business Enterprises
July 1, 2010 - July 31, 2010


Name	City	St	Zip Code	App Status	Eff Date	App Type
ASAP Identification Security, Inc	Indianapolis	IN	46202	CERT	7/2/2010	WBE
Bellsom Electric, Inc.	Hammond	IN	46324	CERT	7/2/2010	WBE
Biehle Systems, Inc.	Seymour	IN	47274	CERT	7/2/2010	WBE
Business Ink, LLC	Greenwood	IN	46143	CERT	7/2/2010	WBE
Coxon Enterprises, Incorporated	Floyds Knobs	IN	47119	CERT	7/2/2010	MBE
Earth Images, Inc.	Greenwood	IN	46142	CERT	7/2/2010	WBE
Northpointe Surveying, Inc.	Greenwood	IN	46142	CERT	7/2/2010	WBE
Online Architecture, Inc.	Indianapolis	IN	46220	CERT	7/2/2010	WBE
RLK Consulting, LLC	Indianapolis	IN	46227	CERT	7/2/2010	MBE
Tandem/Neal Associates	Indianapolis	IN	46221	CERT	7/2/2010	WBE
Bott Mechanical Company, Inc.	Wabash	IN	46992	CERT	7/6/2010	WBE
AF-AM Consulting, Inc.	Indianapolis	IN	46205	CERT	7/9/2010	MBE
AF-AM Consulting, Inc.	Indianapolis	IN	46205	CERT	7/9/2010	WBE
Cleaning With Pride By Janice	Indianapolis	IN	46208	CERT	7/9/2010	MBE
Cleaning With Pride By Janice	Indianapolis	IN	46208	CERT	7/9/2010	WBE
Collins Janitorial Services	Indianapolis	IN	46268	CERT	7/9/2010	MBE
Coxon Enterprises, Incorporated	Floyds Knobs	IN	47119	CERT	7/9/2010	WBE
GMG Communications, Inc.	Indianapolis	IN	46220	CERT	7/9/2010	WBE
Indiana Sign & Barricade, Inc	Indianapolis	IN	46218	CERT	7/9/2010	WBE
Lasting Images Of Indy	Indianapolis	IN	46260	CERT	7/9/2010	MBE
Midwest Financial Services Manangement	Indianapolis	IN	46260	CERT	7/9/2010	WBE
Offset House, Inc.	Indianapolis	IN	46256	CERT	7/9/2010	WBE
Santis Environmental, Inc.	Indianapolis	IN	46217	CERT	7/9/2010	WBE
Sojane Technologies, Inc.	Indianapolis	IN	46256	CERT	7/9/2010	MBE
TranSmart Technologies, Inc.	Madison	WI	53713	CERT	7/9/2010	WBE
TranSmart Technologies, Inc.	Madison	WI	53713	CERT	7/12/2010	MBE
TranSmart Technologies, Inc.	Madison	WI	53713	CERT	7/12/2010	WBE
Sue-Win, Inc.	Indianapolis	IN	46217	CERT	7/22/2010	MBE
AR Enterprises, LLC	Indianapolis	IN	46203	CERT	7/23/2010	WBE
Ascend Behavioral Health & Counseling	Indianapolis	IN	46205	CERT	7/23/2010	MBE
Ascend Behavioral Health & Counseling	Indianapolis	IN	46205	CERT	7/23/2010	WBE
BAF Corporation	Indianapolis	IN	46216	CERT	7/23/2010	WBE
Coast to Coast Advertising Inc.	New Albany	IN	47150	CERT	7/23/2010	WBE
ColorTech Printing & Mailing, LLC	Evansville	IN	47711	CERT	7/23/2010	WBE
Countryside Realty Premiere Real Estate	Batesville	IN	47006	CERT	7/23/2010	WBE
Diamond Construction Company Inc.	Indianapolis	IN	46227	CERT	7/23/2010	MBE
Elle's Sportswear, Inc.	Greenwood	IN	46142	CERT	7/23/2010	WBE
Engel-man Trucking	Versailles	IN	47042	CERT	7/23/2010	WBE
Good Works Book Company	Indianapolis	IN	46220	CERT	7/23/2010	MBE
Helping Hands Healthcare, Inc	Indianapolis	IN	46227	CERT	7/23/2010	MBE
Helping Hands Healthcare, Inc	Indianapolis	IN	46227	CERT	7/23/2010	WBE
KCG Green Energy Consultants	Indianapolis	IN	46268	CERT	7/23/2010	MBE
Milestone Performance Inc.	Evansville	IN	47735	CERT	7/23/2010	MBE
PF Apple LLC	Noblesville	IN	46060	CERT	7/23/2010	MBE
Printing Inc. of Louisville Kentucky	Jeffersonville	IN	47130	CERT	7/23/2010	WBE
Rapid Freight Solutions LLC	Carmel	IN	46032	CERT	7/23/2010	WBE
Russell Martin & Associates	Indianapolis	IN	46220	CERT	7/23/2010	WBE
Sue-Win, Inc.	Indianapolis	IN	46217	CERT	7/23/2010	MBE
Wonder Moments	Brownsburg	IN	46112	CERT	7/23/2010	WBE
Securatex, Ltd.	Oak Brook Terrace	IL	60181	CERT	7/26/2010	WBE

Tools for Success: Building Customer Loyalty



Terrie Daniel, MWBE Outreach Manager

With the climate of our current economy, it is very important to establish a continued loyalty amongst your current customer base. Your current customers can assist with a boost in your business revenues by talking to others about their experience with your company, so make sure they have continued positive experiences when doing business. Consider the following tips for building customer loyalty.

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- Terrie Daniel, MWBE Outreach Manager
1. Be true to yourself. You must have a good sense of what your business is about and how you fit into your market or industry before you can articulate that to others. Your selling point should reflect your passion. If you're a restaurant owner interested in gourmet food, for instance, concentrate more on providing superior quality than speedy service or discount dinners.
 2. Know your niche. Understand why you are successful today, what makes you different, and what brings repeat customers back over and over again. Is it exceptional quality, consummate convenience or great bargains? Even if you try to provide a little bit of all of that, you can't be the best at everything. Focus on the thing that makes you successful -- and make it better all the time.
 3. Survey customers. Identify who your repeat customers are and discover what attributes they have in common by asking them what they expect of you. This will point you to customers whose values match yours and show you what kind of customers you need to attract to grow your business.
 4. Deliver what you promise. Guarantee your products and services. Respect time constraints and budgets. After the sale, stay connected by inquiring about the success of the delivery and/or implementation. If something goes wrong, react quickly and compensate customers for any inconvenience. Solve problems before they are brought to your attention. Remember, most customers aren't likely to complain to you -- they'll just complain to everyone they know.
 5. Get personal. Get to know your customers -- not just their names, but also something about them. Pay attention to details that they share, as well as the nonverbal cues they give you. Listen as they express their needs and look for ways to fulfill their wishes or solve their problems. Always thank them for their business. You can show repeat customers your appreciation through thank-you notes, reminder cards or newsletters.
 6. Hire like-minded staff. The interaction between customers and clients and your employees sets the stage for repeat business, which is why it is important to hire for attitude as well as skills. Give employees the authority to make decisions in the best interests of customers; otherwise if a customer gets shifted around when a problem arises, he or she might just get frustrated and leave. Make sure to include employees in your strategy and decision-making. If they feel like they have a stake in the business, they pass that loyalty onto customers.
 7. Exceed expectations. Make things as easy as possible for customers so their experience with you will be memorable and pleasant. Provide them with easy access to information they might need, such as delivery schedules, tracking of shipments, etc. When working with clients, immerse yourself in high-priority issues they face and look for solutions to their front-burner problems. Be willing to go the extra mile to meet needs and train your staff to do the same. Even if customers ask you for something beyond what you can do, never make them feel like their request is ridiculous.

Source: www.smallbusiness.com

Interesting Facts...

**Your heart beats over
100,000 times a day.**

You'll eat about 35,000 cookies in a lifetime.

There are 336 dimples on a regulation golf ball.

**The Earth
weighs around
6,588,000,000,000,000,0
00.000.000 tons.**

Just for fun...

Building Loyalty

C B U S T O E M T G E R L O Y A L T Y I
 S U K E Y H T N U O Y O U R B U S I N E
 S D S S C U A A I C C E S S E Q C Z Q C
 C G W I Q T R N M S E T U B I R T T A Z
 J E N Z R A E X P E C T A T I O N S R F
 B T U O N U M B L R I I R E X C E E D N
 U H P T V U H E E V Y D F E Z E V D O L
 Q M E G Y G O T M I T P E W V I U I D I
 I E X T R A Y S E C I V Q N L O T R I S
 A T T E N T I O N E L Y D E T A C Y T T
 P R O D U C T S T S A B D I I I U S V E
 D E C I S I O N A D U W V C X Y F M I N
 D N A R B L S U T N Q N E W C G C Y Q D
 Y M I L E U K B I O L R K T V E F S B V
 S T C Q C F H K O X P V G E H T T T F X
 G Y L C W J R M N P A Y C V G A R I C R
 Q Z E A S T N I A R T S N O C R N V M R
 F S U D Y R E S P E C T T H U T P K J E
 S P U D F O A C U S T O M E R S U N S C
 F R O D B S L T A E P E R C Z M X O R M

The letters in the message will be hidden between the words you find. When solving the puzzle, find all the words and the hidden message will be revealed.

APPRECIATION
 ATTENTION
 ATTRIBUTES
 BRAND
 BUDGET
 CONSTRAINTS
 CUSTOMER
 DECISION
 DELIVER
 DISCOVER
 EXCEED
 EXPECTATIONS

EXTRA
 GUARANTEE
 IDENTIFY
 IMPLEMENTATION
 IMPORTANT
 LISTEN
 LOYALTY
 MILE
 NICHE
 PRODUCTS
 QUALITY
 REPEAT

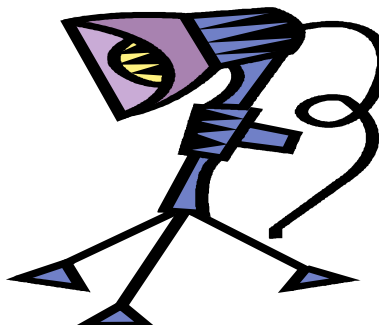
RESPECT
 SERVICES
 STRATEGY
 SUCCESS
 THANKS
 TIME
 TRUE

Business Spotlight Submissions

If your business is a State of Indiana Certified Minority- or Women-owned Enterprise and you would like us to consider featuring your company in the Business Spotlight section of *The Conduit*, please email your information to mwbe@idoa.in.gov.

Please use the following format in the subject line of your email: Business Spotlight Submission - **YOUR COMPANY NAME**.

1. A .jpg headshot or photo of the Certified MWBE at work.
2. About the Owner or President
3. What does your business do?
4. What have been some challenges you have faced as a business owner?



5. What benefits have you gained from being a State of Indiana Certified MWBE?
6. What separates your company from the competition?
7. Word of advice to other MWBE's

Please Note: All requested information must be included within your submission. Incomplete submissions will be automatically rejected.

Disclaimer: The Office of Minority and Women Owned Business Enterprises reserves the right to edit any content submitted for publication in *The Conduit*. The selection of the monthly business to be highlighted is the sole discretion of the Editor of *The Conduit*. The featured business will be notified by email prior to the publication being released.

About *The Conduit*

The Conduit is a publication of the Indiana Department of Administration's Minority and Women's Business Enterprises Division. This eNewsletter provides the MBE and WBE communities with a forum through which to learn about Indiana certification and business development opportunities, contracting opportunities, workshops and networking events. For more information, contact us at: Indiana Department of Administration, Minority & Women's Business Enterprises Division, Indiana Government Center South, 402 W. Washington, St., Room W479, Indianapolis, IN 46204, Phone: 317.232.3061, FAX: 317.233.6921, Email: mwbe@idoa.in.gov, Web: <http://www.in.gov/idoa/2352.htm>.

Indiana Department of Administration
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